

THE SYTSEM OF DEVELOPPING GUESTS HOUSES IN JIZZAKH.

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Abstract. *This article talks about the role of tourism in Jizzakh region, the system of building guest houses in Jizzakh, its goals and objectives.*

Key words. *Tourism, international, decree, sector, territory, land, infrastructure, service, marketing advertising.*

Today, tourism is one of the most important sectors of the economy. We all know that almost all countries in the world pay special attention to this field. At this point, Uzbekistan is a convenient country for both travel and pilgrimage. Because our ancestors, who are known and famous all over the world, settled forever in our motherland. There is great interest in the rich spiritual and cultural heritage left by them in the international arena. The decree of President Shavkat Mirziyoyev dated December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" ensures the rapid development of the tourism industry, gives tourism the status of a strategic sector of the economy, in the regions is an important factor in effective use of tourism potential. The State Committee for the Development of Tourism of the Republic of Uzbekistan was established in order to organize and coordinate the target tasks and priority directions specified in the decree. During the past short period, 16 normative legal documents aimed at the comprehensive development of the tourism potential of Uzbekistan were adopted. On the basis of these documents, significant tax and customs benefits and other reliefs were provided to tourism industry entities. In addition, with the relevant decision of the President, in order to further improve the management system of the tourism sector in the regions, the position of deputy mayors for tourism issues of Tashkent, Samarkand, Bukhara and Khorezm regions and the cities of Khiva and Shahrisabz was introduced. During the past period, based on the instructions of the head of our state, programs aimed at improving the tourism infrastructure, establishing new tourist destinations and widely promoting the tourism potential of the regions were adopted in Khorezm, Bukhara, Samarkand, Surkhandarya, Kashkadarya, Jizzakh and Fergana regions. In particular, the decision of the President of August 16, 2017 "On the first priority measures for the development of the tourism sector in 2018-2019" brought the work in this regard to a new level.

The system of building guest houses in Jizzakh will be a project implemented in order to increase the touristic and economic potential of the city. Through this

system, convenient, cheap and comfortable hotel options are offered to tourists who come to Jizzakh. The process of building guest houses consists of the following stages:

1. Selection of area: Ideal areas for construction of guest houses in Jizzakh should be identified. These areas should provide proximity to various facilities for tourists, be located on major commuter routes and provide proximity to important facilities of the city.

2. Selection of cheap land: It is necessary to determine suitable cheap land for the construction of guest houses. These areas should be close to the city center, accessible to transport and highly sought after by tourists.

3. Selection of positions: It is necessary to determine the positions that will be used to create a place in guest houses. These positions include the provision of the hotel building, modules necessary to organize hotel access, support services and many amenities.

4. Organization of infrastructure: In the process of building guest houses, it is also important to develop the city's infrastructure. At the same time, it is necessary to ensure the availability of vehicles for passengers, to ensure the ease of access to the facility for tourists, and to provide sufficient supply of water and energy resources.

5. Improvement of services: It is necessary to improve the quality of guest house services. At the same time, the personnel should be well educated, constantly qualified and meet the requirements of tourists.

6. Implementation of marketing and advertising activities: Advertising and marketing activities of guest house services should be carried out through mass media. Through this, potential tourists will be informed about the services of the hotels and will be influenced again to come to Jizzakh.

The system of building guest houses in Jizzakh will help to improve the quality of the city, develop tourism and increase its economic potential. The success of this system will be determined by increasing the city's visibility and providing quality hotel options for tourists. Guest house construction in Jizzakh, Uzbekistan generally follows standard building practices and regulations. The main aspects of the guest house construction system in Jizzakh:

1. Design and Planning: The construction process begins with designing the guest house according to the owner's requirements and local building codes. Architects and engineers create designs and plans that take into account factors such as the size, location and functionality of the guest house.

2. Permits and approvals: Necessary permits and approvals must be obtained from local authorities before construction begins. This ensures that the building meets all legal and safety requirements.

3. Foundation and Structure: The construction process begins with the laying of the foundation, which creates a solid foundation for the guest house. The type of foundation can vary depending on factors such as soil conditions and the size of the structure. After the foundation is laid, the structural frame is built using materials such as reinforced concrete or steel.

4. Walls and Roofing: Once the structure is in place, the walls are built using materials such as brick, concrete blocks, or wood. The choice of materials depends on factors such as cost, availability and architectural design. The roof is then installed, usually using materials such as tiles, metal sheets or shingles.

5. Plumbing and Electrical Systems: Plumbing and electrical systems are installed to provide water, sewage and electricity to the guest house. This includes piping, fitting, wiring and ensuring compliance with safety standards.

6. Decoration and interior works: After the main construction is completed, the interior decoration works begin. This includes installing doors, windows, flooring, painting and other decorative elements. The interior design and equipment of the hotel is usually based on the wishes of the owner and the intended use of the space.

7. Landscaping and landscaping: The construction process also includes landscaping, which includes planting trees, creating walkways, and installing outdoor amenities such as swimming pools or gardens.

It should be noted that specific construction methods and materials may vary depending on the project, budget and owner's preferences. Consultation with local architects, contractors and officials is recommended to ensure compliance with local codes and best practices. The state committee for the development of tourism carried out promotion work on the establishment of family guest houses in the Jizzakh region. According to the results of the campaign, 20 business subjects who expressed their desire to receive preferential loans within the framework of the state program were allocated preferential loans in the amount of 412 million 900 thousand soums by commercial banks, reports the press service of the committee. In May of this year, 11 family guest houses were established in Zomin district, 10 in Bakhmal district, 2 in Forish district, for a total of 23 entrepreneurs. It should be noted that until now there are 11 family guest houses in the region, their number has doubled in a month, and at the same time their number is 34 in total.



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